

Gunn, Betsy*OMNI - reprints*

From: Desel, Paula
Sent: Thursday, November 08, 2001 4:55 PM
To: Gunn, Betsy
Subject: FW: AMA Calls New Tobacco Ads Dangerously Misleading

pls fax to roger walk at the same 210 fax # as FYI.

-----Original Message-----

From: Lenling, Amy
Sent: Thursday, November 08, 2001 3:50 PM
To: Whidden, Roger; Keane, Denise; Desel, Paula; Suter, Eric; Cardich, Claire; 'jeffrey_richman@aporter.com'; Murillo, Joe; Murphy, Virginia
Subject: AMA Calls New Tobacco Ads Dangerously Misleading

AMA Calls New Tobacco Ads Dangerously Misleading

WASHINGTON, Nov. 8 /PRNewswire/ -- The following statement is attributable to Randolph D. Smoak, Jr., MD, Immediate Past President:

"Tobacco companies have made dangerously misleading claims about the health benefits of new cigarette brands introduced to the American public this week.

"Brown & Williamson is test-marketing Advance cigarettes with the slogan, 'All of the taste, less of the toxins.' A double-page ad for Vector Tobacco's Omni brand in the current issue of People magazine states 'the ... medical community has identified specific carcinogens that are a major cause of lung cancer in smokers. In a groundbreaking move, we have reduced many of these.'

"This medical community -- the American Medical Association -- would like to caution anyone tempted by this rhetoric that no scientific data exist to support Vector's implication that an Omni cigarette smoker is less likely to develop lung cancer than a smoker of conventional cigarettes. All cigarettes contain carcinogens-whether there are few or many, they are still toxic. Cigarette smoke also contains more than 4,000 chemicals that are harmful to humans. Omni still poses a great risk for heart disease and emphysema among its users.

"This latest marketing ploy underscores a tragic reality: Tobacco companies introduce new products and market their brands aggressively because their products kill their best customers. More than 4 million men and women worldwide will die this year due to tobacco use."